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28395 7590 03/30/2010 BROOKS KUSHMAN P.C./FGTL 1000 TOWN CENTER 22ND FLOOR SOUTHFIELD, MI 48075-1238			EXAMINER ROBINSON BOYCE, AKIBA K	
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**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

09/542,413

**Applicant(s)**

AHLUWALIA, GURPREET

**Examiner**

AKIBA K. ROBINSON BOYCE

**Art Unit**

3628

**-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --**  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 23 December 2009.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-41 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-41 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO/SB/08)
- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date: \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_
- Paper No(s)/Mail Date: \_\_\_\_\_

***Continued Examination Under 37 CFR 1.114***

1. A request for continued examination under 37 CFR 1.114 was filed in this application after a decision by the Board of Patent Appeals and Interferences, but before the filing of a Notice of Appeal to the Court of Appeals for the Federal Circuit or the commencement of a civil action. Since this application is eligible for continued examination under 37 CFR 1.114 and the fee set forth in 37 CFR 1.17(e) has been timely paid, the appeal has been withdrawn pursuant to 37 CFR 1.114 and prosecution in this application has been reopened pursuant to 37 CFR 1.114. Applicant's submission filed on 12/23/09 has been entered.

***Status of Claims***

2. Due to communications filed 12/23/09, the following is a non-final office action. Claims 1-41 are pending in this application and have been examined on the merits. Claims 1, 14-16, 29, 31, 33 are amended. Claims 1-41 are rejected as follows.

***Claim Rejections - 35 USC § 103***

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1, 4, 5, 8, 14-18, 20, 29, 30, 31, 33, 34 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US 6,029,141), and further in view of Johnson et al (US 6,067,525).

As per claims 1, 14, Bezos et al discloses:

At least one presentation application operable to capture user online session data/capturing the reserved or custom online order containing at least one manufactured product identifier and at least one manufactured product configuration submitted by an online customer, (col. 2, lines 25-32, presented with online form, col. 3, lines 8-15, shows an implementation where the various components are provided on the Web site of AMAZON.COM as part of the AMAZON.COM Associates Program. Through this program, an individual or business entity can register as an AMAZON.COM associate, and can then set up a Web site to market customized subsets of the books (typically in a particular area of expertise) available from the AMAZON.COM site, where the books are manufactured products), including a presentation application identifier, (col. 2, lines 48-51, the code that maintains the shopping cart for each shopping session), a session identifier, (Fig. 5, shopping cart IDs), user data, (Col. 8, lines 28-31, user ID), user click stream data/capturing click stream data generated during an online session during which the online customer submitted the online order, (Col. 20, lines 6-10, click-stream), and the user reserved product configurations or the custom order product configuration, (Col.7, lines 28-30, unique IDs of the selected product shown as the ISBN of the book), and generate a session report message incorporating the user online session data, (Col. 16, lines 20-26, information stored by the merchant Web site);

A report processor operable to receive the session report message, and storing the user online session data in a report database/ storing the online order and click stream data in a report database, (Col. 5, lines 55-60, Web Server);

Wherein the report processor is operable to generate a report related to manufactured product online orders, based on at least a portion of the information stored in the report database/and generating a report related to manufactured product online orders, based on at least a portion of the information stored in the report database, (Col. 16, lines 11-15, report generation software/feedback report).

Bezos et al does not specifically disclose the following limitations, however, Johnson et al discloses an integrated computerized sales force automation system that further includes:

a configuration database having product configuration options for selection by a user, (col. 13, lines 55-58, shows a configuration module, where the salesperson uses the configuration module 406 to accurately configure and price a product that passes engineering, manufacturing and customer requirements, w/col. 13, line 66-col. 14, line 5, where the configuration module works with a configuration database, and it is shown that a typical configuration database of the data component 116A (without images) will be approximately one to two MB (assuming 5,000 options with 20 million configuration possibilities). The configuration module 406 may also be used to provide simulated performance results based on the configuration selected);

a multimedia user interface operable to receive/receiving a manufactured product configuration selected by the user from the configuration database, (col 8, lines 2-7

shows that the system integrates one or more of distributed system technology, object-oriented architecture, multimedia presentation technology and workgroup/workflow automation capabilities to provide a fully integrated computerized salesforce automation system, w/col. 25, lines 28-38, shows that the configuration data tool 1202 allows data maintenance personnel to create, edit and update the configuration portions of the knowledged database. The configuration data tool 1202 includes an editor, allowing the user to create and edit the database, including international portions of the database. The configuration data tool 1202 may be used to carry out such functions as data modeling, data editing, auditing, security, and internationalization. The configuration data tool may also be provided with interfacing capability to be used with a data pre-processor to incorporate data from other electronic sources. A data optimizer is used to place the data in the optimized, encrypted run time format);

an inventory database queried via the multimedia user interface to determine if one or more products in-process match the user-selected manufactured product configuration/querying an inventory database..., (col. 14, lines 5-8, Sales functions such as inventory locators may be integrated into the module to support the sales process, w/col. 26, line 59, shows an inventory database, w/ col. 25, lines 1-4, shows that the query mangers 1102A and 1102B communications between the two systems related to inquires. For example, the query managers handle communication of information related to inventory inquiries, where it is obvious that inventory inquiries are made through inventory database);

a sales processor operable to receive/receiving a user reservation of a product in-process if the user-selected manufactured product configuration at least partially matches the product in-process and is available from the inventory database, (col. 21, lines 13-25, Using the objective management module 714 sales process steps and guidelines may be uniquely developed for each type of sales opportunity. The module may include a checklist feature that allows the user to utilize forms and lists to gather a uniform set of information needed for each opportunity or account profile. The salesperson may customize or insert additional process steps for a given opportunity. The system may automatically calculate the probability of closing the sale with the date and value of each opportunity and process and consider both the sales status and the customer's buying status. The integration with other components of the system, allow the salesperson to quickly access opportunity, activity and value, Figs 21a-21b, component 2, events a-h, shows verification of the accuracy and ability of solution with business requirements and customer requirements, identifies total cost and creates a proposal for customer, sales step is marked as complete, and recalculates probability of closing sale and prompts salesperson to accept or confirm schedule);

an order processor operable to receive/receiving a custom order from the user if the user- selected manufactured product configuration does not at least partially match the product in- process or is not available from the inventory database, (col. 15, lines 4-16, the quote module 408 is intelligently integrated to the rest of the system via the

event manager 201A. The event manager may recognize that a firm quote has been given to a potential customer using the quote module 408. In an environment where product quantities are limited, the event manager may notify the back office system which in turn may automatically generate an order to increase the inventory on hand. Such an intelligent operation may be further enhanced using knowledge of how many firm quotes result in actual purchases. For example, the system may monitor the quote module 408 and order extra inventory every third quote when experience has indicated that one out of three quotes results in an order, w/col. 25, lines 18-29, The salesperson may customize or insert additional process steps for a given opportunity. The system may automatically calculate the probability of closing the sale with the date and value of each opportunity and process and consider both the sales status and the customer's buying status. The integration with other components of the system, allow the salesperson to quickly access opportunity, activity and value. The integrated automated support of opportunity management is facilitated by recognition of key opportunity events such as proposal creation and order entry via the event manager 201A, or automatically initiate other actions within the system, Fig 21b, components, shows where product or service is below the geographical or divisional norm, product training is scheduled, which is then automatically linked back to the step of automatically marking the sales step as complete);

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to combine the teachings of Bezos et al with Johnson et al to disclose the above limitations with the motivation of incorporating a system that



incorporates systems for facilitating a sales process, where the selection of a product depends on product availability into a system that enables individuals and other business entities ("associates") to market products, in return for a commission, that are sold from a merchant's Web site where selected products of the merchant by the customer results in a product sale.

As per claim 4, Bezos et al discloses:

wherein the session report message further comprises a user identifier, (col. 8, lines 28-31, user ID)).

As per claim 5, Bezos et al discloses:

wherein the session report message further comprises a configuration identifier assigned to each user-selected manufactured product configuration, (Col.7, lines 28-30, unique identifier selected product as the ISBN of the book).

As per claim 8, Bezos et al discloses:

further comprising a workflow manager operable to receive order messages related to the placement of online orders for the manufactured products, and to route a copy of the order messages to the web server for processing by the report processor and storage in the report database, (Col. 16, lines 11-15, included in report generation software).

As per claims 15, 30, Bezos et al discloses:

generating an order message incorporating the at least one manufactured product identifier and the at least one *manufactured* product configuration, (Col. 16, lines 20-26, information stored by the merchant Web site, and col. 3, lines 8-15, shows

an implementation where the various components are provided on the Web site of AMAZON.COM as part of the AMAZON.COM Associates Program. Through this program, an individual or business entity can register as an AMAZON.COM associate, and can then set up a Web site to market customized subsets of the books (typically in a particular area of expertise) available from the AMAZON.COM site, where the books are manufactured products);

and sending the order message to a report processor for processing, (Col. 16, lines 11-15, report generation software).

As per claim 16, 31, Bezos et al discloses:

generating a session data message incorporating the click stream data, (Col. 16, lines 20-26, information stored by the merchant Web site includes number of books ordered, number of hits and credit earned for a referral);

and sending the *session data* message to a report processor for processing, (Col. 16, lines 11-15, report generation software produces reports based on information stored by merchant website, and as shown in col. 16, lines 20-26, the reports include the number of books ordered, number of hits and credit earned for a referral).

As per claim 17, Bezos et al discloses:

capturing a session identifier; and capturing a customer identifier, (Fig. 5, shows shopping cart IDs which includes a customer ID).

As per claims 18, 33, Bezos et al discloses:

capturing click stream data associated with user input to select a manufactured product configuration, (Col. 20, lines 6-10, click-stream);

and generating and capturing a configuration identifier for each **online customer-selected**

manufactured product configuration, (Col. 7, lines 28-30, unique identifier of selected product as the ISBN).

As per claims 20, 34, Bezos et al discloses:

capturing an online order number, (Col. 2, lines 59-66, here, order number is obvious since after submitting an order, the associate is identified, and one could not make an identification without previously having identified something).

capturing a session identifier during which the online order was placed by the customer, (Fig. 5, shows shopping cart IDs which includes a customer ID).

capturing a configuration identifier of the manufactured product configuration, (Col. 7, lines 28-30);

and capturing a manufactured product identifier, (Fig. 5, product ID).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to capture an order number with the motivation of identifying an order.

As per claim 29, Bezos et al discloses:

capturing a manufactured product configuration selected by an online customer, (Col. 7, lines 28-30, unique identifier of selected product as the ISBN);

capturing an online order containing at least one manufactured product identifier and specifying the manufactured product configuration, (Col. 2, lines 48-65, submits and order and uses this information for identification purposes);

capturing click stream data generated during an online session during which the online customer submitted the online order, (Col. 20, lines 6-10, click-stream data);

storing the manufactured product configuration, online order and click stream data in a report database, (Col. 6, lines 11-15, shows stored data, Col. 7, lines 28-30, where data includes unique identifier of selected product as the ISBN, w/ col. 2, lines 59-66, shows order data, and col. 20, lines 6-10, shows click-stream data); and

generating reports related to the manufactured product configuration, online order, and click stream data, (col. 6, lines 11-15, generating reports based on stored data).

Bezos et al does not specifically disclose the following limitations:

from a configuration database of product configuration options, (col. 13, lines 55-58, shows a configuration module, where the salesperson uses the configuration module 406 to accurately configure and price a product that passes engineering, manufacturing and customer requirements, w/col. 13, line 66-col. 14, line 5, where the configuration module works with a configuration database, and it is shown that a typical configuration database of the data component 116A (without images) will be approximately one to two MB (assuming 5,000 options with 20 million configuration possibilities). The configuration module 406 may also be used to provide simulated performance results based on the configuration selected);

the manufactured product being a reserved online order of a product in-process from an online customer if the online customer selected manufactured product configuration at least partially matches the product in-process and is available from an

inventory database or a custom online order from the online customer if the online customer selected manufactured product configuration does not at least partially match the product in-process or is not available from the inventory database, (col. 21, lines 13-25, Using the objective management module 714 sales process steps and guidelines may be uniquely developed for each type of sales opportunity. The module may include a checklist feature that allows the user to utilize forms and lists to gather a uniform set of information needed for each opportunity or account profile. The salesperson may customize or insert additional process steps for a given opportunity. The system may automatically calculate the probability of closing the sale with the date and value of each opportunity and process and consider both the sales status and the customer's buying status. The integration with other components of the system, allow the salesperson to quickly access opportunity, activity and value, Figs 21a-21b, component 2, events a-h, shows verification of the accuracy and ability of solution with business requirements and customer requirements, identifies total cost and creates a proposal for customer, sales step is marked as complete, and recalculates probability of closing sale and prompts salesperson to accept or confirm schedule, and col. 15, lines 4-16, the quote module 408 is intelligently integrated to the rest of the system via the event manager 201A. The event manager may recognize that a firm quote has been given to a potential customer using the quote module 408. In an environment where product quantities are limited, the event manager may notify the back office system which in turn may automatically generate an order to increase the inventory on hand. Such an intelligent operation may be further enhanced using knowledge of how many firm quotes result in actual

purchases. For example, the system may monitor the quote module 408 and order extra inventory every third quote when experience has indicated that one out of three quotes results in an order, w/col. 25, lines 18-29, The salesperson may customize or insert additional process steps for a given opportunity. The system may automatically calculate the probability of closing the sale with the date and value of each opportunity and process and consider both the sales status and the customer's buying status. The integration with other components of the system, allow the salesperson to quickly access opportunity, activity and value. The integrated automated support of opportunity management is facilitated by recognition of key opportunity events such as proposal creation and order entry via the event manager 201A, or automatically initiate other actions within the system, Fig 21b, components, shows where product or service is below the geographical or divisional norm, product training is scheduled, which is then automatically linked back to the step of automatically marking the sales step as complete);

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to combine the teachings of Bezos et al with Johnson et al to disclose the above limitations with the motivation of incorporating a system that incorporates systems for facilitating a sales process, where the selection of a product depends on product availability into a system that enables individuals and other business entities ("associates") to market products, in return for a commission, that are sold from a merchant's Web site where selected products of the merchant by the customer results in a product sale.

5. Claims 3, 19, 32 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US 6,029,141), and further in view of Johnson et al (US 6,067,525), and further in view of Cathey et al (US 5,778,182).

As per claims 3, 19, neither Bezos et al nor Johnson et al disclose wherein the session report message further comprises session start date and time, session end date and time, but does disclose capturing session data in col. 16, lines 20-26 as information stored by the merchant Web site.

However, Cathey et al discloses:

wherein the session report message further comprises session start date and time, session end date and time, and entry and exit web pages/capturing an online session starting/entry point; and capturing an online session ending/end point, (Col. 11, lines 37-41, [start/stop flag indicating time] w/ Col. 5, lines 40-41, [Dttm {representing date and time}, domain id represents the page], and Col. 5, lines 55-59, [PlaceID]). Cathey et al discloses this limitation in an analogous art for the purpose of showing that details of a user's session is captured.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to include session start date and time, session end date and time, and entry and exit web pages with the motivation of presenting this type of data in a report.

As per claim 32, Bezos et al discloses:

capturing a session identifier; and capturing a customer identifier, (Fig. 5, shows shopping cart IDs which includes a customer ID).

Neither Bezos et al nor Johnson et al disclose capturing an online session starting/entry point; and capturing an online session ending/end point, but does disclose capturing session data in col. 16, lines 20-26 as information stored by the merchant Web site.

However, Cathey et al discloses:

capturing an online session starting/entry point; and capturing an online session ending/end point, (Col. 5, lines 55-59, [PlaceID]).

Cathey et al discloses this limitation in an analogous art for the purpose of showing that details of a user's session is captured.

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to capture an online session starting/entry point; and to capture an online session ending/end point with the motivation of presenting this type of data in a report.

6. Claims 2, 6, 7, 9, 10, 22, 23, 27, 28, 36, 37, 40 and 41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US 6,029,141), and further in view of Johnson et al (US 6,067,525), and further in view of Brandt et al (US 6,377,993).

As per claim 2, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:



wherein the session report message further comprises manufactured product identifiers having the user-selected manufactured product configuration in-inventory and in-process identified in a user-initiated online search, (Col. 4, lines 17-25, [request across Internet via query generation]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to utilize a user-initiated online search with the motivation of allowing the user to have access to applications that are customizable.

As per claim 6, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

wherein the report processor comprises a report log utility operable to receive the session report message and cleanse the session data therein, (Col. 19, lines 35-37, [cleanses the data]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to cleanse the session data with the motivation of removing all unnecessary data so only data needed for reporting will be applied.

As per claim 7, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

wherein the report processor further comprises a data collector operable to receive the cleansed session data from the report log utility and storing the session data in the report database, (Col. 19, lines 37-39, [storage in DataMarts]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to receive the cleansed session data and store it with the

motivation of keeping the cleansed data in a secure place, protected from contaminated data.

As per claims 9, 23, 37, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

comprising a workflow manager operable to receive lead messages related to leads for contacting customers about the manufactured products, and to route a copy of the lead messages to the web server for processing by the report processor and storage in the report database/ receiving an online contact lead message containing customer data; extracting the customer data; and storing the customer data in the report database, (col. 9, lines 34-37, [target middle-tier]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to receive lead messages related to leads for contacting customers with the motivation of determining

As per claim 10, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

further comprising a workflow manager operable to receive status messages related to the status of online orders, and route a copy of the status messages to the web server for processing by the report processor and storage in the report database, (Col. 24, lines 24-40, [send ARDA message to RM]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to route a copy of the status messages to the web server for

processing with the motivation of giving a user access about the status of a customer's order in a highly accessible location such as the Internet.

As per claims 22, 36, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

extracting the session data from the session data message; and cleansing the session data, (Col. 19, lines 35-37, [cleanses the data]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to cleanse the session data with the motivation of removing all unnecessary data so only data needed for reporting will be applied.

As per claims 27, 28, 40, 41, neither Bezos et al nor Johnson et al disclose the following, however Brandt et al discloses:

further comprising generating a report on metrics related to the online orders/ further comprising generating a report on metrics related to the click stream data, (Col. 14, lines 5-9, [metrics infrastructure for throughput and volumes]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to generate a report on metrics related to online orders and click stream data with the motivation of determining hardware and network growth as a result of online orders and click stream data.

7. Claims 11, 26, 39 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US 6,029,141), and further in view of Johnson et al (US 6,067,525), and further in view of Sutcliffe et al (US 6,073,105).

As per claims 11, 26, 39, neither Bezos et al nor Johnson et al disclose the following, however Sutcliffe et al discloses:

further comprising credit messages generated by a credit processor containing customer credit and financing information being processed by the report processor and stored in the report database/capturing customer credit and financing information; generating a customer credit message containing the customer credit and financing information; and storing the customer credit and financing information in the report database, (Col. 15, lines 22-26, [CARDREJECTED message] w/ Col. 22, lines 15-18, [storing account status report in database]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to incorporate credit and financing information with the motivation of determining if the consumer is financially able to order product specified.

8. Claims 12, 13, 21, 24, 25, 35, 38 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bezos et al (US 6,029,141), and further in view of Johnson et al (US 6,067,525), and further in view of Brown (US 5,794,219).

As per claim 12, neither Bezos et al nor Johnson et al disclose the following, however Brown discloses:

further comprising dealer messages containing participating dealership information being processed by the report processor and stored in the report database, (Col. 2, lines 34-36, [dealers bidding on cars]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to partner dealership information with the motivation of

incorporating the automobile industry that dealers participate in into an on-line purchasing process.

As per claim 13, neither Bezos et al nor Johnson et al disclose the following, however Brown discloses:

wherein the manufactured products are automotive vehicles, (Col. 2, lines 34-36, [car]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention for the products to be automotive vehicles with the motivation of incorporating the automobile industry that dealers participate in into an on-line purchasing process.

As per claims 21, 35, Bezos et al discloses:

capturing order information, (col. 16, lines 20-26, information stored by merchant Web site);

neither Bezos et al nor Johnson et al disclose the following, however Brown discloses:

capturing order status; and capturing dealer action needed, (Col. 7, line 66-Col. 8, line 1, [status is "NO", and the computer notifies the bidder {dealer} that he does not have the right bidder account and therefore can not place a bid]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to capture order status and the dealer action needed with the motivation of determining whether or not the dealer should participate in a particular product purchase.

As per claims 24, 38, neither Bezos et al nor Johnson et al disclose the following, however Brown discloses:

capturing participating dealer information; generating a dealer message containing the participating dealer information; and storing the participating dealer information in the report database, (Col. 2, lines 34-36, [dealers bidding on cars, Col. 6, lines 3-16, [bidder registration message, bidder database]]).

It would have been obvious to one of ordinary skill in the art at the time of the applicant's invention to capture dealer information, generate a dealer message and store the dealer information in a database with the motivation of properly including the dealer's information in the system so dealers can readily be associated with products.

As per claim 25, Bezos et al discloses:

comprising generating a dealer report, (col. 16, lines 11-15, generating a report).

### ***Response to Arguments***

9. Applicant's arguments with respect to claims 1-41 have been considered but are moot in view of the new ground(s) of rejection.

### ***Conclusion***

10. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Akiba K Robinson-Boyce whose telephone number is 571-272-6734. The examiner can normally be reached on Monday-Friday 9am-5:30pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Hayes can be reached on 571-272-6708. The fax phone number for

the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the

•Patent Application Information Retrieval (PAIR) system, Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Any inquiry of a general nature or relating to the status of this application or proceeding should be directed to the receptionist whose telephone number is 703-305-3900.

A. R. B.  
March 30, 2010

/Akiba K Robinson-Boyce/  
Primary Examiner, Art Unit 3628